

INTISARI

Penelitian menginformasikan dan menggambarkan penerapan *Experiential Marketing* pada jejaring sosial *Facebook* berdasarkan persepsi pengguna di Surabaya.

Pengukuran *Experiential Marketing* berdasarkan lima dimensi yaitu *sense experience*, *feel experience*, *think experience*, *act experience*, dan *relate experience*. Jenis penelitian adalah riset deskriptif. Sumber data yang digunakan adalah data primer yakni dengan menyebarkan kuesioner, dan disebarakan kepada 100 responden. Populasi bersifat *unidentified* dan teknik pengambilan sampel adalah *non probability sampling*. Cara pengambilan sampel adalah *judgemental sampling*. Target populasi adalah pengguna *Facebook* di Surabaya, laki-laki atau perempuan berusia >16 tahun, dengan tingkat pendidikan yang sedang dijalani minimal SMA atau sederajat dan Perguruan Tinggi, berdomisili di Surabaya, minimal mengakses *Facebook* 3 kali setiap minggu. Penelitian ini menggunakan uji validitas dan uji reliabilitas untuk menguji kesahihan tiap-tiap pernyataan dalam kuesioner serta mengukur kereliabilitas dari pernyataan tersebut. Dalam pengolahan data tersebut menggunakan analisis deskriptif dengan SPSS 15.0 *for windows*.

Hasil yang diperoleh dari penelitian ini, dari lima dimensi *experiential marketing* yang telah diteliti pada jejaring sosial *Facebook* dapat diketahui, dimana semua dimensi memberikan pengalaman melalui panca indera yang tidak terlupakan (*memorable experience*).

Kata kunci: *experiential marketing*, *analisis deskriptif*, dan *memorable experience*.

ABSTRACT

Research informs and illustrates the application of Experiential Marketing at Facebook social networking based on user perception in Surabaya.

Experiential Marketing measurement based on the five dimensions of sense-experience, experience the feel, think experience, act experience, and relate experience. The study was descriptive research. Source data used are primary data that is by distributing questionnaires, and distributed to 100 respondents. The population is Unidentified and the sampling technique is a non probability sampling. The sampling mode is judgmental sampling. The target population is the Facebook users in Singapore, men or women aged > 16 years, with the level of education that is being undertaken at least high school or equivalent and Higher Education, based in Surabaya, accessing Facebook at least three times each week. This study uses a validity test and reliability test to test the validity of each statement in the questionnaire and measure kereliabilitas of the statement. In the data processing menggunakan descriptive analysis by SPSS 15.0 for Windows.

Results obtained from this study, the five dimensions of experiential marketing that has been investigated on Facebook social networking can be known, where all dimensions through sensory experiences that do not forgotten (memorable experience).

Keywords: experiential marketing, descriptive analysis, and memorable experience.